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Department of Tourism and Information

Report no. 23

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STRATFORD   VISITORS   SURVEY

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REPORT NO. 23

S T R A T F O R D      V I S I T O R S      S U R V E Y

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## STRATFORD VISITORS SURVEY

### ANALYSIS

So that the greatest possible number of tourists and visitors to the City of Stratford could be included in the sample for this study, the following method was used:

- (a) The Administrators of the Stratford Festival Theatre had on record in 1966, 15,000 householders who had ordered tickets for theatre performances. (Of course, most households consist of more than one person, and often tickets were purchased for more than one performance at a time.)

They estimated that these 15,000 households purchased almost half of all tickets sold, and it was felt this would be a good universe from which to take the sample. From this record, one in six (2,500) households were selected, and were mailed a questionnaire, a copy of which is shown in the Appendix.

The majority of the 15,000 households requiring overnight accommodation, reserved this through the Festival administration. Tourist homes were used almost exclusively for accommodation by visitors to the Festival.



(b) So that the sample would include those visitors who did not reserve their tickets through the theatre administration, and those who visited Stratford, but not to attend the theatre, names and addresses were obtained from guest registrations at hotels and motels in the area, and questionnaires were mailed to a selected 2,500 households.

The sampling method for this group was as follows: on one weekday in each week commencing with June 6th and continuing up to September 9th, names and home addresses of guests registered in hotels and motels were listed. Week days were rotated; Monday the first week, Tuesday the second week, and so on.

Therefore, from these two sources, a total of 5,000 questionnaires were mailed, from which 2,476 properly completed replies were received. This unusually high incidence of reply indicates the great amount of interest respondents have in the Shakespearean Festival. The completed questionnaires were punched on I.B M. cards and tabulated, and from these data, the following analysis, tables and graphs, were prepared.

It is clearly shown in the analysis that many visitors ordering tickets through the theatre administration did not stay overnight in Stratford, and consideration should be given to this fact. The above sampling selection, as far as the Festival Theatres go, was a compromise. Ideally, the sample should have been taken at the main entrances to the two theatres so that it would have included all visitors, and not just those who reserved their tickets by mail and those who used commercial accommodation. Due to technical problems, this was not possible.



TABLE I:

TIME AWAY FROM HOME

This table shows the average number of days spent on trips to Stratford was 5.1 per respondent. Approximately 41 per cent of respondents were away from home between two and three days - the highest frequency (mode) of time spent away from home.

These data are illustrated on Graph No. 1 in the Appendix.

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TABLE II:

NUMBER OF PERSONS IN PARTY

The average number of persons per party during a trip to Stratford was 2.9. Seven per cent of respondents came alone, 49 per cent came in parties of two, and the remaining 44 per cent, in parties of more than two.

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TABLE III:

COMPOSITION OF TRIP PARTIES

- BY AGE GROUPS

This table shows the incidence of adult men, adult women, teenagers and children, per party. Interestingly, older persons are predominant. Of the 2,476 parties visiting Stratford and responding to the questionnaire, the parties were composed as follows:

	<u>Number</u>	<u>Per cent</u>
Adult men (over 18)	1,793	41.26%
Adult women (over 18)	2,177	50.08
Teenagers	238	5.48
Children	138	3.18
<hr/> <u>Total</u>	<hr/> 4,346	<hr/> 100.00%

Very few teenagers (under eighteen years of age) and children were in the parties, and women were represented more frequently than men. (Trips organized by schools and colleges were not included in the above tabulation as they comprise a special type of trip party which would have distorted the composition of average party figures.)

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TABLE IV:

TIME SPENT IN STRATFORD

- PER PARTY

The trip parties of respondent-visitors stayed an average of 2.2 nights in Stratford. The highest frequency (mode) was two to four nights, covering 47.6 per cent of respondents. The second highest frequency was of those who spent one night (25.7%). We may conclude, therefore, that although the average length of stay in Stratford is rather short, it is still significant in that the theatre-goer is the creator of a substantial demand for tourist accommodation.

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TABLE V:

PRIMARY AND SECONDARY REASON

FOR VISIT TO STRATFORD

Attending performances of the Stratford Festival Theatre was given as the primary reason for their visit to Stratford by 93.7 per cent of respondents, an outstanding majority.

Almost 36 per cent of respondents stated the Avon Theatre was their secondary reason for coming. It is significant that 28.1 per cent of respondents gave "just vacationing" as their secondary reason for visiting the area.

The third highest secondary reason given for visiting was "shopping", reported by 11.3 per cent of respondents.



TABLE VI:

COMMUNITIES VISITED OR PASSED THROUGH  
ON TRIPS TO STRATFORD

The travel habits of respondents while en route to Stratford are clearly illustrated in Graphs Nos. 5 and 6. In these, and in Table VI it can be seen that not only the City of Stratford but also the surrounding towns which were visited by tourists whose final destination was Stratford, were beneficiaries of the city's main tourist attraction.

Out of 2,476 respondents, 73.2 per cent stopped in other communities on their way to Stratford. Kitchener was highest with 17.88 per cent of respondents stopping, Toronto second highest (16.32 per cent), London third (14.30 per cent). Niagara Falls attracted 10.99 per cent of respondent-visitors to Stratford and undoubtedly, side trips generated a substantial tourist expenditure in the towns visited.

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TABLE VII:

FACILITIES USED BY TRIP PARTIES

As previously stated, 2,476 parties visited Stratford in 1966, using six types of facilities as shown in Table VII and Graph No. 7 and 14,397 visits were made to various facilities, or an average of 5.8 facilities per respondent-party.

Table V showed that 96 per cent of respondents stated their primary reason for visiting Stratford



was attendance at the Stratford Festival Theatre or the Avon Theatre.

Table VII and Graph No. 7 illustrate the many reasons for the impact of tourism on the community, and how the creation of a powerful tourist attraction generates revenue, not only for the attraction itself, but also for a great many other facilities and services in the vicinity. As a matter of fact, the theatres represented only 26.2 per cent of all facilities used and this point is elaborated upon in Table XIV, which shows the expenditures made by tourists on a number of services and facilities in the community.

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TABLE VIII:

RECREATIONAL ACTIVITIES UNDERTAKEN  
IN STRATFORD

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From this table, it can be observed that 2,476 respondents participated in 4,616 recreational activities in Stratford in 1966. Obviously, there was duplication of activities, and in addition to visiting the Festival and Avon Theatres, many respondents enjoyed other recreation such as picnicking, boating and swimming.

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TABLE IX:

FIRST TRIP TO STRATFORD?

Approximately all respondents approached replied to this question, 24 per cent stating the trip in 1966 was their first, and 76 per cent stating they had visited the city previously. Obviously many patrons of the theatre - the primary reason for visiting the city, are more or less permanent customers.

The yearly rotation of visitors is not very high. It appears that once a tourist is attracted, it is likely he will return again. The supposition that, if the theatre maintains its high quality of performance, the number of visitors will continue to grow could be made.

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TABLE X:

POINTS OF INTEREST VISITED

Out of 2,476 respondents, 1,743 or 70.4 per cent visited points of interest, other than theatre, in Stratford; 27.3 per cent visited museums, 17.4 per cent historic sites, 13.9 per cent the Story Book Gardens, 12.3 per cent Lake Huron, and 11.3 per cent St. Mary's Quarry.

Together, museums and historic sites attracted 44.7 per cent of those persons visiting points of interest other than theatre, or 31.5 per cent of all respondent-visitors. This indicates again, as it has in other studies, that this type of attraction has great interest value for tourists, and is worth preserving and developing.

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TABLE XI:

HOW THE CITY OF STRATFORD WAS FIRST  
BROUGHT TO THE ATTENTION OF VISITORS

Practically all respondents replied to this query, and approximately 80 per cent stated the City of Stratford was first brought to their attention by the Stratford Festival Theatre. Others knew about Stratford (8.2 per cent) through "family or friends", and 5.2 per cent were made aware through "word of mouth" information. Any other methods stated were much less significant.

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TABLE XIII:

REASONS FOR REVISITTING STRATFORD

In 2,476 responses, 3,233 reasons were given for a return visit. Altogether, an average of 1.3 reasons were given. Obviously, there was more than one reason in most cases.

The main reason again, was the Festival Theatre, mentioned by 72.8 per cent of respondents. The second highest reason was the motif of "pleasure" and the third, "vacation".

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average number of persons per party provided by the theatre management, for our calculations.

Multiplying the average number of performances attended per person, by the average number of persons per party, we obtained the average number of performances attended per party, i.e.,

$$2.7 \times 2.7 = 7.3 \quad (\text{performances per party})$$

Adding the number of tickets sold by the

Festival Theatre	233,000
plus	
Avon Theatre	<u>55,000</u>
Total	288,000

and dividing by 7.3 (the average number of performances attended per party), we obtained the total number of parties visiting the two theatres:

$$288,000 \div 7.3 = 39,452$$

By multiplying the total number of parties by the average expenditure per party (\$116.35), the total estimated expenditure by visitors to the theatres was obtained, i.e.,

$$39,452 \times \$116.35 = \$4,590,240$$

As well as the above "official tourists", 60,000 students attended the theatre, and if each student spent \$7.00, including the cost of theatre admission, the total expenditure of this group would amount to \$420,000.



As there is a close correlation between expenditures and employment, we may assume that approximately 20 per cent of employment in Stratford and vicinity, is generated directly or indirectly, by tourism.

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TABLE XIV:

EXPENDITURES BY CATEGORY

This table provides data on the various types of tourist expenditures, by category. The average expenditure per party was as follows:

<u>Commodity</u>	<u>Amount</u>
Food and beverages	\$22.30
Gift purchases	9.40
Festival tickets	18.30
Avon tickets	6.70
Accommodation	22.30
Entertainment	4.90
Attractions	3.30
Personal use merchandise	<u>7.40</u>
Total	\$94.60

Table XIII indicated the average total expenditure per party to be \$116.35, but when respondents were asked to specify their expenditures, the actual total amounted to only \$94.60. The difference could be due to a number of reasons, e.g., transportation costs (purchase of gasoline, etc.) were not included in the above list and also to the fact that many respondents have difficulty in recalling precisely the amount of money they spent on a particular type of commodity.



The pattern of tourist expenditure is similar to that found in the Study of Metropolitan Toronto Households done by this Department in 1966, as shown by the following:

	Expenditures in Per Cent	
	Stratford Study	Metropolitan Toronto Study
Food and beverages	23.6%	19.2%
Accommodation	23.6	30.8
Entertainment (including theatre tickets)	31.6	12.7
Miscellaneous purchases	7.8	6.8
Retail purchases (gifts)	10.0	19.0

The exception here, for obvious reasons, is that of the cost of entertainment, which in Stratford is considerably higher.

TABLE XV:

OCCUPATION OF RESPONDENTS

This table gives a fairly detailed classification of visitors by occupation. Those in professional occupations represented almost 62 per cent of visitors to Stratford, and among these, teachers had the highest frequency of visits (24.7%).

The second highest frequency of visits (9.1%) was in the managerial occupation group.



TABLE XVI:

PREFERENCE OF INTEREST IN THE  
FESTIVAL PROGRAMME

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First choice in the Festival Programme was that of drama, given by 95.6 per cent of respondents. Opera was said to be second choice, by 53.5 per cent. The picture regarding concerts is not as clear, 42.2 per cent of respondents stating concerts were their second choice of preference, and 42.7 per cent stating they were their third choice. There was greater unanimity regarding Exhibitions, as approximately 60 per cent of respondents stated exhibits were their fourth choice.

Table XVI and Graph No. 17 illustrate the main interests of visitors to Stratford.

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TABLE XVII:

FREQUENCY OF VISITS

Respondents were asked the number of times they visited the theatre, the number of times they visited the City of Stratford, and the number of times they visited the Stratford area. The average number of visits in each category were as follows:

Average number of visits per party, to the theatre - 5.7

Average number of visits per party, to Stratford - 5.3

Average number of visits per party, to Stratford area - 5.1

clearly indicating there are not many visitors other than theatregoers who visit the city or the area, and leaving no doubt that theatre is the focal point in the Stratford area.



TABLE XVIII:

DIFFICULTY IN GETTING TO STRATFORD

Approximately 95 per cent of respondents stated they had no difficulty in travelling to Stratford. A small minority of 5.5 per cent stated they had slight difficulty.

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TABLE XIX:

TYPE OF TRANSPORTATION USED

Methods of transportation used by visitors to Stratford were revealed as follows:

Passenger car	91.8%
Bus	4.4
Train	3.2
Plane	0.6
	100.0%

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The passenger car is by far the most common method of transportation, indicating the importance to the Festival and to the City of good roads, adequate directive and informative signs, and washroom facilities and parking space for visiting motorists.

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TABLE XX:

ORIGIN OF VISITORS TO STRATFORD

The Province of Ontario generated 44.1 per cent of all respondent-visitors to Stratford. The State of Michigan followed with 23 per cent, New York with 10.5 per cent, Ohio with 5.9 per cent, Illinois with 5 per cent, and the Province of Quebec with 4.1 per cent.

The above percentages are understated as they do not apply to all visitors, for the following reasons:

- 1) There was no method of tabulating into the sample the number of visitors from Stratford and environs. Stratfordian residents, and those living within a short driving distance, were excluded from the two basic universes from which the sample was selected because
  - (a) it is more likely they would purchase their tickets directly at the box office, and
  - (b) they would not require overnight commercial accommodation, and their names and addresses would not be listed at motels or hotels.

With their exclusion, the proportion of Ontario respondents to the questionnaire was reduced.

- 2) Late arrival theatre-goers also reduced the proportion of Ontario respondents. Management stated visitors purchasing tickets shortly before the performance were usually from Ontario, but since they also were not included in the sample, Ontario's ratio of respondents was again reduced.



- 3) The possibility that the incidence of replies to the questionnaire was much higher from the United States than from Ontario, would reduce Ontario's ratio proportionately.

We may assume that Ontario actually generated more than the 44.1 per cent of respondents allocated to the vicinity of Stratford, and with this assumption, the United States' share of visitors to Stratford would be reduced to approximately 40 per cent.

In order to procure more reliable data on this issue, another sample should be done, at the entrances to the theatres, using an intensive questionnaire interview, and concentrating on this type of question.

The distribution of U.S. respondent-visitors among the States of America, follows the same pattern as that of all United States visitors to Ontario.

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### SUMMARY AND RECOMMENDATIONS

#### Item 1

Throughout the report, the greatest revelation was in the tremendous amount of leverage tourism has on the economics of the community. Although the theatre is the main attraction, only 26 per cent of the total tourist expenditure was on admissions, the remaining 74 per cent being spent on other facilities in the community, mainly as a result of the theatre visit.

#### Item 2

It would be advisable that all the benefits to be derived from the tourist industry be emphasized to local merchants and all interested organizations to obtain their co-operation in carrying out improvements to community facilities, and promoting the City of Stratford and the Festival Theatre to the markets pointed up in this report.

#### Item 3

Table XX shows the origin of visitors to Stratford and Table XV their occupation groupings, and this combination also gives an indication of marketing sources. As far as the origin of visitors is concerned, Ontario, Quebec, the States of Michigan, New York, Ohio, and Illinois, are Stratford's best markets.

#### Item 4

Use of highways by tourists is intensive, and good highways, well signed, are a very important factor in attracting tourists.



TABLE I

TIME AWAY FROM HOME  
ON TRIP TO STRATFORD, 1966

<u>Days Away from Home</u>	<u>Number of Parties</u>	<u>Per Cent</u>
Half day	173	7.02
1 day	322	13.07
2-3 days	1,008	40.93
4-7 days	571	23.18
8-14 days	225	9.14
15-22 days	89	3.61
23-30 days	34	1.38
More than 30 days	41	1.67
<u>Total</u>	<u>2463</u>	<u>100.00%</u>

Average time away from home: 5.1 days



TABLE II

NUMBER OF PERSONS IN PARTY  
ON TRIP TO STRATFORD

<u>Number of Persons in Party</u>	<u>Number of Parties</u>	<u>Per Cent</u>
One	171	7.12
Two	1,178	49.04
Three	297	12.37
Four	525	21.86
Five	98	4.08
Six	107	4.45
Seven or more	26	1.08
<b>Total</b>	<b>2,402</b>	<b>100.00%</b>

Average number of persons per party  
 on Trip to Stratford

2.9



TABLE III

NUMBER OF PERSONS BY AGE GROUP IN PARTIES

ON TRIP TO STRATFORD

Number of Persons in Group	Adult Men (18 years or more)		Adult Women (18 years or more)		Teenagers (13-17 years)		Children (12 years or less)	
	No.	%	No.	%	No.	%	No.	%
One	1,147	63.97	1,016	46.67	144	60.51	87	63.04
Two	456	25.43	765	35.14	71	29.83	34	24.64
Three	99	5.52	190	8.73	10	4.20	11	7.97
Four	43	2.40	122	5.60	2	0.84	4	2.90
Five	13	0.73	32	1.47	1	0.42		
Six	10	0.56	16	0.74	2	0.84		
Seven or more	25	1.39	36	1.65	8	3.36	2	1.45
Total	1,793	100.00%	2,177	100.00%	238	100.00%	138	100.00%



TABLE IV

## TIME SPENT IN STRATFORD

Length of Time Spent in Stratford	Number of Parties	Per Cent
Less than 3 hours	27	1.10
3 Hours to 1 day (not overnight)	491	19.99
1 Night	632	25.73
2-4 nights	1,170	47.64
5-10 nights	128	5.21
More than 10 nights	7	0.29
Did not stop - just passed through	1	0.04
<b>Total</b>	<b>2,456</b>	<b>100.00%</b>

Average Time spent in Stratford per party

2.2 nights



TABLE V

## PRIMARY AND SECONDARY REASONS FOR VISIT TO STRATFORD

Reasons	Primary		Secondary	
	No. of Parties	Per cent	No. of Parties	Per cent
Camping	1	0.04	16	1.00
Picnic	2	0.08	100	6.30
Business	52	2.12	17	1.10
Personal or Family affairs	5	0.20	26	1.60
Shakespearean Festival Theatre Program	2,300	93.65)	112	7.00
Avon Theatre Program	56	2.28)	571	35.80
Just Vacationing	21	0.86	448	28.10
Passing Through	6	0.24	19	1.20
Shopping	1	0.04	181	11.30
Visiting Friends or Relations	12	0.49	105	6.60
Total	2,456	100.00%	1,595	100.00%



TABLE VI

COMMUNITIES VISITED OR PASSED THROUGH ON TRIP TO STRATFORD

Communities	Communities Visited		Communities Passed Through	
	Number of Parties	Per cent	Number of Parties	Per cent
Niagara Falls	272	10.99	179	7.23
Kitchener	443	17.88	686	27.71
Lake Huron	124	5.01	96	3.88
Barrie or North	45	1.82	66	2.67
Peterborough	30	1.21	52	2.10
Toronto	404	16.32	210	8.48
London	354	14.30	316	12.76
Lake Erie	45	1.82	61	2.46
Montreal	95	3.84	28	1.13
Sub Total			1,694	31.58
Did not Visit or Pass through any Community	664	26.81	782	
Total No. of Parties	2,476	100.00%	2,476	100.00%



TABLE VII

## FACILITIES USED WHILE IN STRATFORD

<u>Facilities</u>	<u>No. of Parties</u>	<u>%</u>	<u>% of Total Facilities</u>
1. Festival Theatre	2,307	60.9	
Avon Theatre	1,173	30.9	
Sunday Concerts	311	8.2	
<u>Total</u>	<u>3,791</u>	<u>100.00%</u>	<u>26.2%</u>
2. Hotel Room(s)	542	22.2	
Motel Room(s)	911	37.3	
Tourist Home(s)	533	21.8	
Friend's Home	59	2.4	
Trailer Camp	9	0.4	
Parks	362	14.8	
Campsites	28	1.1	
<u>Total</u>	<u>2,444</u>	<u>100 .00%</u>	<u>17.0%</u>
3. Service Stations	1,547	33.3	
Brewer's Retail Store	158	3.4	
Public Beverage Rooms	388	8.4	
Liquor Store	373	8.0	
Restaurants or Dining Rooms	2,180	46.9	
<u>Total</u>	<u>4,646</u>	<u>100.00%</u>	<u>32.3%</u>
4. Boat Rental	134	50.0	
Golf Course	98	36.6	
Movie Theatre	36	13.4	
<u>Total</u>	<u>268</u>	<u>100.00%</u>	<u>1.9%</u>
5. Hospital	8	1.1	
Doctor or Dentist	13	1.7	
Drug Store	738	97.2	
<u>Total</u>	<u>759</u>	<u>100.00%</u>	<u>5.3%</u>
6. Grocery Store	547	26.0	
Hardware Store	60	2.8	
Clothing Store	479	22.8	
Other Stores	1,019	48.4	
<u>Total</u>	<u>2,105</u>	<u>100.00%</u>	<u>14.6%</u>
Other Facilities	384		2.7%
<u>TOTAL - All Facilities</u>	<u>14,397</u>	<u>100.0%</u>	



TABLE VIII

## RECREATIONAL ACTIVITIES UNDERTAKEN BY PARTIES ON TRIP TO STRATFORD

Type of Recreational Activity	No. of Parties	Per Cent
Picnic	536	11.6
Golfing	93	2.0
Festival Theatre	2,159	46.8)
Avon Theatre	1,135	24.6)
Movie	46	1.0
Boating	197	4.3
Swimming	138	3.0
Other	312	6.7
Total	4,616	100.0%



TABLE IX:

RESPONDENT'S FIRST TRIP TO STRATFORD?

<u>Replies</u>	<u>Number of Parties</u>	<u>Per cent</u>
YES	591	24.04
NO	1,867	75.96
TOTAL	2,458	100.00%



TABLE X

POINTS OF INTEREST VISITED BY PARTIES  
ON TRIP TO STRATFORD

Points of Interest	No. of Parties	Per Cent
St Marys Quarry	196	11.3
Wildwood Park, Dam	120	6.9
Fanshaw Park, Dam	100	5.8
Story Book Gardens	243	13.9
Pioneer Village	89	5.1
Lake Huron	215	12.3
Museum	476	27.3)
Historic sites	304	17.4)
<u>Sub-Total</u>	<u>1,743</u>	<u>100.00%</u>
Did not State	<u>733</u>	<u>29.6%</u>
<u>Total Parties</u>	<u>2,476</u>	<u>100.0%</u>



TABLE XI

HOW THE CITY OF STRATFORD  
WAS FIRST BROUGHT TO THE ATTENTION OF THE VISITORS

	<u>No. of Parties</u>	<u>Per Cent</u>
Shakespearean Festival Theatre	1,927	79.86
Word of Mouth	126	5.22
Advertisements or Brochures	54	2.24
News media	44	1.82
Family or Friends	198	8.21
Business contacts	64	2.65
<u>Total</u>	<u>2,413</u>	<u>100.00%</u>



TABLE XII

## REASONS FOR RE-VISIT TO STRATFORD

<u>Reasons</u>	<u>No. of Parties</u>	<u>Per Cent</u>
Festival Theatre	2,354	72.8
Business	60	1.8
Personal	70	2.2
Winter Carnival	12	0.4
Recreation	78	2.4
Pleasure	283	8.8
Shopping	149	4.6
Vacation	227	7.0
<u>Total</u>	<u>3,233</u>	<u>100.0%</u>



TABLE XIII:

APPROXIMATE TOTAL EXPENDITURE OF PARTIES  
ON TRIP TO STRATFORD, 1966

Expenditure	No. of Parties	Per Cent
\$ 0 - \$ 25	533	21.54
26 - 50	463	18.71
51 - 100	589	23.81
101 - 200	529	21.38
201 - 300	185	7.48
301 - 400	86	3.48
401 - 500	37	1.50
501 - 600	16	0.65
601 - 700	4	0.16
701 - 800	7	0.28
801 - 900	-	-
901 - 1000	8	0.32
More than 1000	17	0.69
<b>Total</b>	<b>2,474</b>	<b>100.00%</b>

Average Expenditure  
per Party on Trip to Stratford      \$116.35



TABLE XIV:

APPROXIMATE EXPENDITURE BY CATEGORIES  
ON TRIP TO STRATFORD, 1966

Expenditure		Food and Beverage		Gift Merchandise		Festival Tickets		Accommodation		Entertainment		Attractions		Personal Use Merchandise		Avon Theatre Tickets	
No. in Party	%	No. in Party	%	No. in Party	%	No. in Party	%	No. in Party	%	No. in Party	%	No. in Party	%	No. in Party	%	No. in Party	%
\$ 1 - 5	5	681	27.54	1,769	71.50	575	23.24	833	33.68	2,183	88.24	2,421	97.86	1,961	79.26	1,701	68.75
6 - 10	10	277	11.20	204	8.24	370	14.95	208	8.41	119	4.81	28	1.13	178	7.20	374	15.12
11 - 15	15	274	11.08	91	3.68	290	11.72	235	9.50	33	1.33	5	0.20	70	2.83	121	4.89
16 - 20	20	256	10.35	93	3.76	325	13.14	222	8.98	50	2.02	8	0.33	63	2.55	145	5.86
21 - 25	25	148	5.98	65	2.63	180	7.28	154	6.23	26	1.05	4	0.16	40	1.62	40	1.62
26 - 30	30	191	7.72	52	2.10	211	8.53	162	6.55	20	0.81	3	0.12	29	1.17	30	1.21
More than 30						523	21.14					5	0.20	63			2.55
31 - 40	40	174	7.04	41	1.66			203	8.21	18	0.73			29	1.17		
41 - 50	50	154	6.23	63	2.55			130	5.26	8	0.32			28	1.13		
More than 50		318	12.86	96	3.88					17	0.69			76	3.07		
51 - 60																	
More than 60																	
<b>Total</b>		2,473	100.00%	2,474	100.00%	2,474	100.00%	2,473	100.00%	2,474	100.00%	2,474	100.00%	2,474	100.00%	2,474	100.00%

Total \$6.70 \$94.60

\$3.30

\$22.30

\$4.90

\$7.40

Average Expenditure  
in Category Party - \$22.30

Average Expenditure  
in Category Party in  
Per cent - 23.57%

19.34% 3.49%

5.18% 7.82%

23.57% 7.08% 100.00%



TABLE XV

## OCCUPATION OF RESPONDENTS

Type of Occupation	No. of Respondents	Per Cent
Teacher	532	24.66
Managerial	196	9.09
Other	190	8.81
Housewife	153	7.09
Office - Female	132	6.12
Student	122	5.66
Doctor	121	5.61
Retired	116	5.38
Engineer	110	5.10
Sales	81	3.76
Businessman	60	2.78
Government	55	2.55
Artistic	49	2.27
Scientist	47	2.18
Office - Male	47	2.18
Tradesman	43	1.99
Nursing	40	1.85
Religious	30	1.39
Marketing	17	0.79
Dentist	16	0.74
<b>Total</b>	<b>2,157</b>	<b>100.00%</b>



TABLE XVI

PREFERENCE OF INTEREST IN THE FESTIVAL PROGRAMME  
IN PER CENT

Preference	Drama	Concerts	Opera	Exhibitions
First	95.61	3.76	3.93	0.45
Second	2.61	42.18	53.52	14.12
Third	1.48	42.73	27.19	25.47
Fourth	0.30	11.33	15.36	59.96
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



TABLE XVII:

## FREQUENCY OF VISITS TO THE THEATRE, TO THE CITY, AND TO THE AREA

No. of Visits	THEATRE		CITY OF STRATFORD		STRATFORD AREA	
	No. of Respondents	Per cent of Respondents	No. of Respondents	Per cent of Respondents	No. of Respondents	Per cent of Respondents
Once	376	17.30	401	21.52	344	23.74
Twice	259	11.92	238	12.78	192	13.25
3 Times	292	13.44	249	13.37	186	12.83
4 Times	224	10.31	171	9.18	131	9.04
5 Times	161	7.41	152	8.16	124	8.56
6 Times	178	8.19	133	7.14	91	6.28
7 Times	78	3.59	69	3.70	49	3.38
8 Times	87	4.00	65	3.49	52	3.59
9 Times	34	1.57	22	1.18	14	0.97
10 or more times	484	22.27	363	19.48	266	18.36
Total	2,173	100.00%	1,863	100.00%	1,449	100.00%
Average number of Visits					5.7	5.1



TABLE XVIII:

## DIFFICULTY IN GETTING TO STRATFORD

	No. of Parties	Per Cent
Yes	134	5.45
No	2,325	94.55
<u>Total</u>	<u>2,459</u>	<u>100.00%</u>



TABLE XIX:

TYPE OF TRANSPORTATION  
ON TRIP TO STRATFORD

Type	No. of Parties	Per Cent
Car	2,258	91.83
Bus	109	4.43
Train	78	3.17
Plane	14	0.57
<b>Total</b>	<b>2,459</b>	<b>100.00%</b>



TABLE XX

## ORIGIN OF VISITORS TO STRATFORD

	No. of Parties	Per Cent
New York	245	10.49
Pennsylvania	42	1.80
New Jersey	17	0.73
Massachusetts	14	0.60
Wisconsin	41	1.75
Illinois	116	4.96
Michigan	537	22.99
Indiana	40	1.71
Ohio	138	5.91
Minnesota	8	0.34
Manitoba	13	0.56
Ontario	1,030	44.09
Quebec	95	4.07
		—
<u>Total</u>	<u>2,336</u>	<u>100.00%</u>
		=====



### TIME AWAY FROM HOME

Per Cent of  
Respondents

100%

90

70

60

50

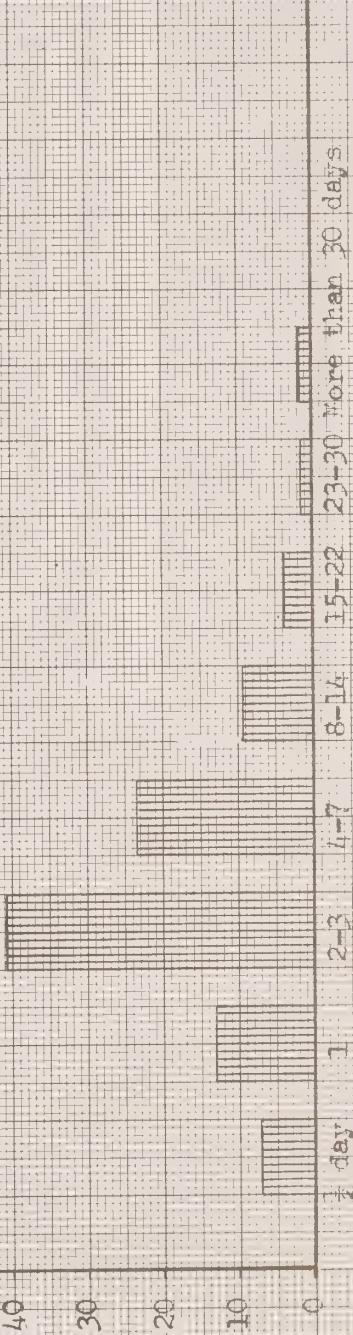
40

30

20

10

0



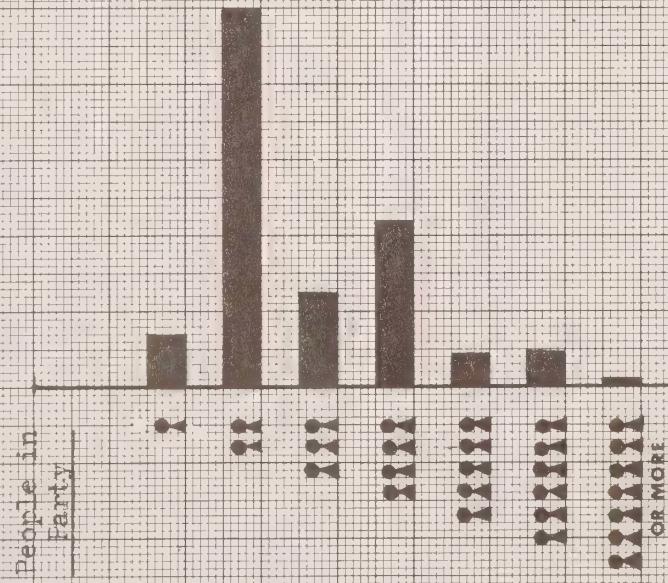
GRAPH 1

Average time away from home on trip to Stratford - 5.1 days



GRAPH 2

NUMBER OF PERSONS PER PARTY

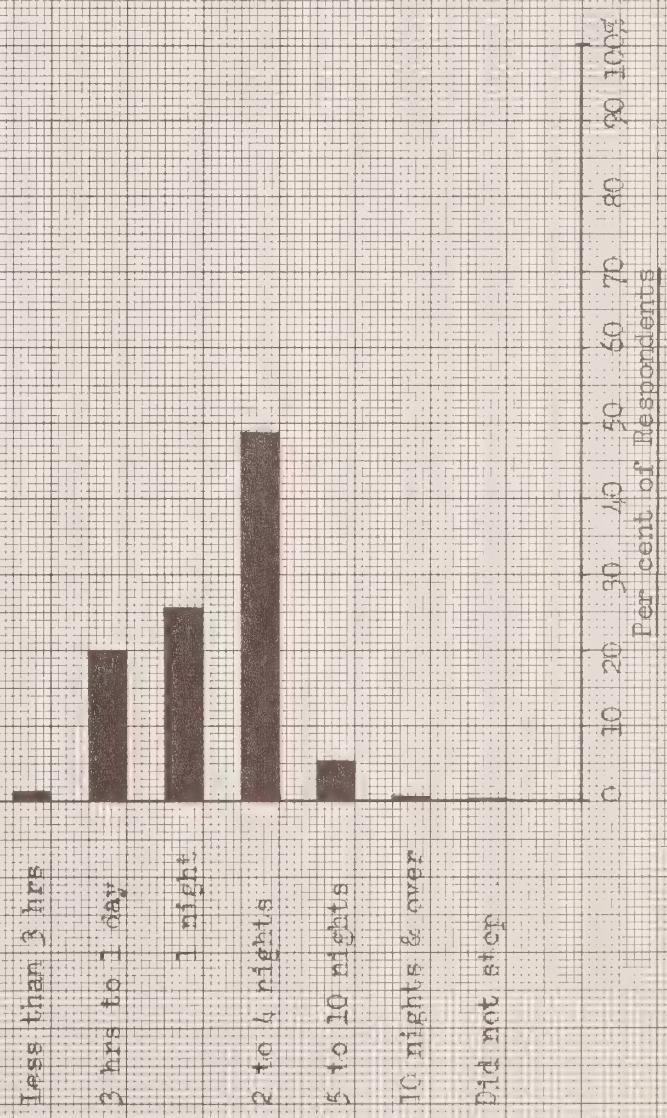


Average number of persons per party - 2.9



GRAPH 3

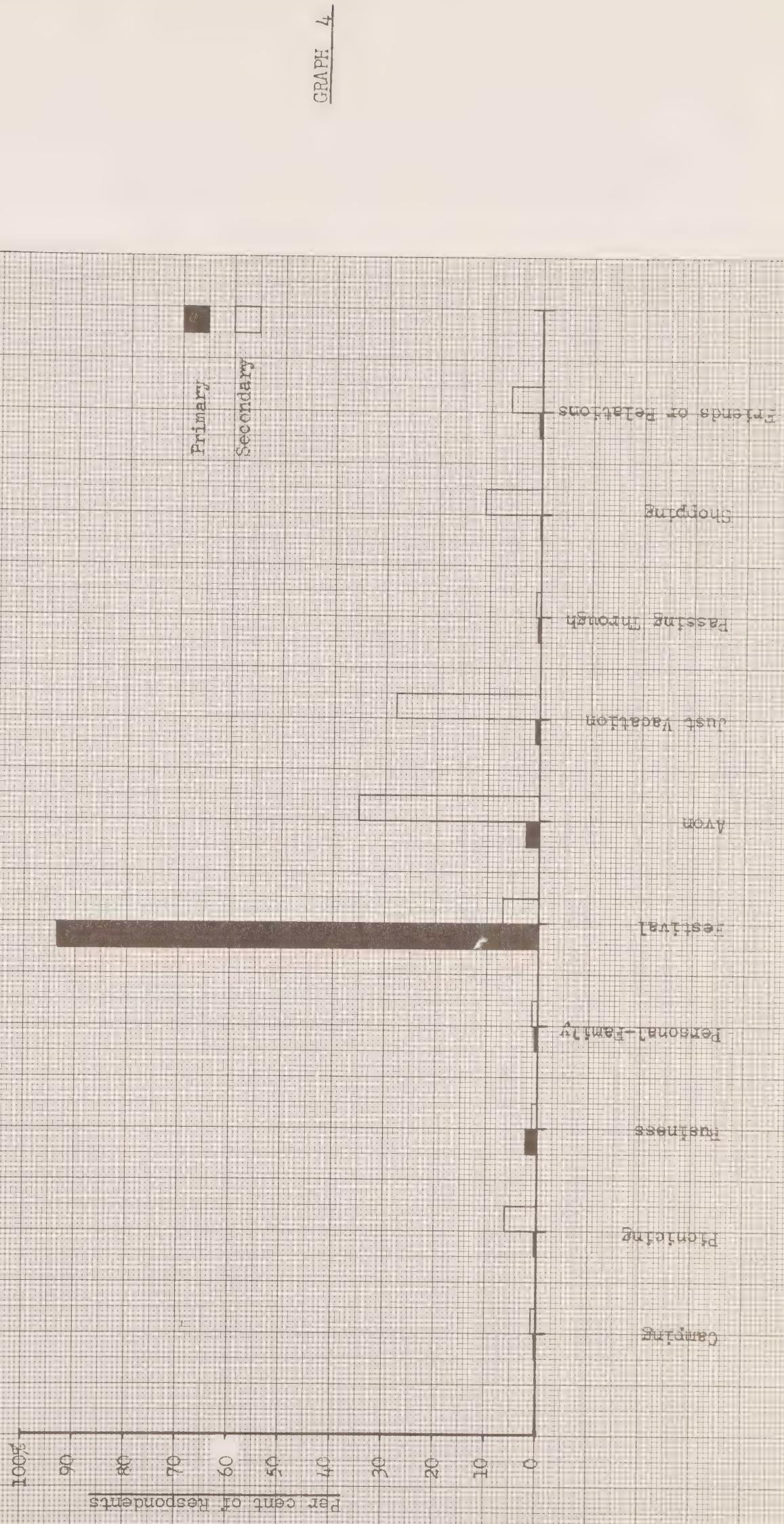
TIME SPENT IN STRAYED PER PARTY



Average time spent away from home per trip party - 2.2 nights

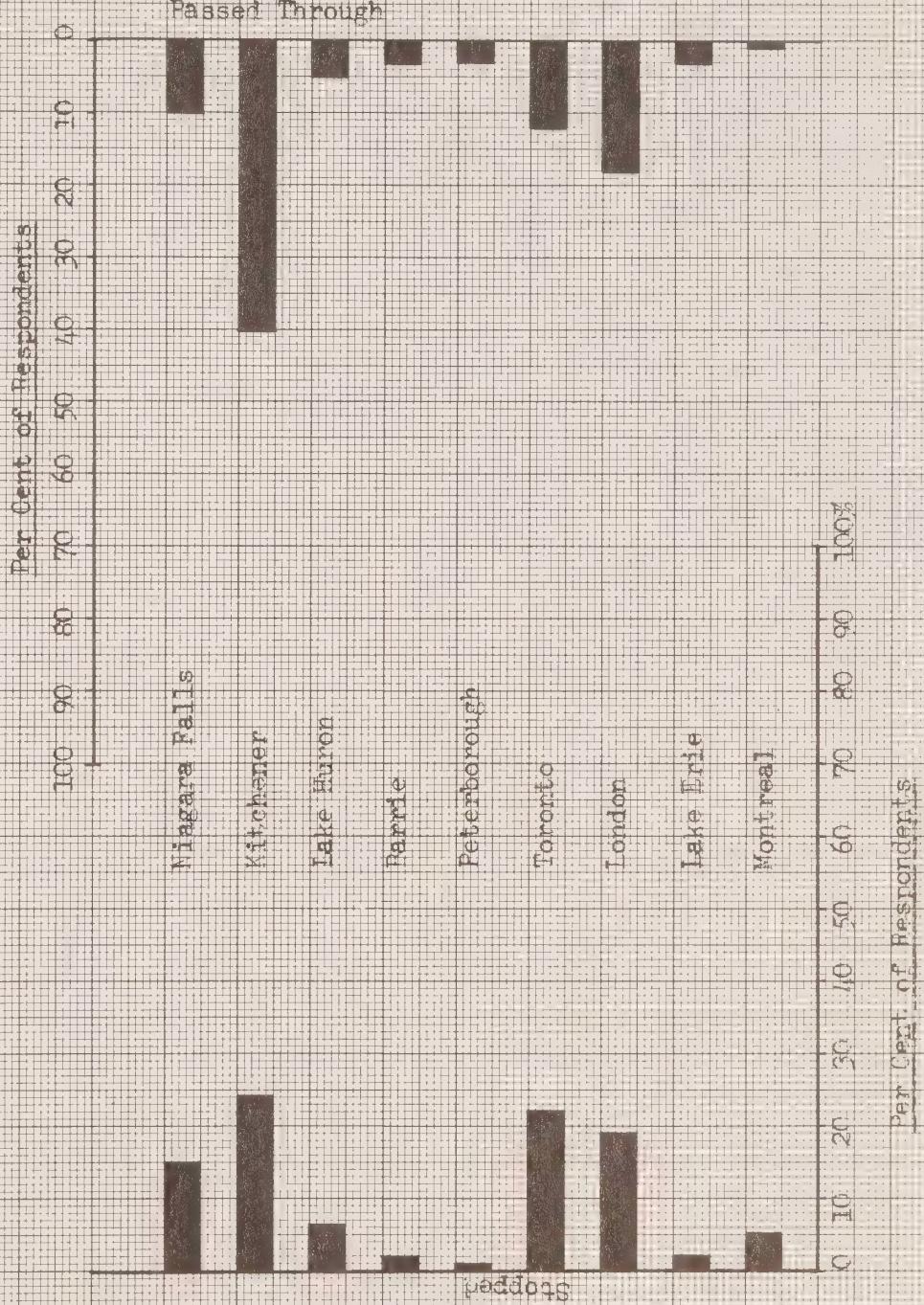


PRIMARY AND SECONDARY REASOSN FOR VISIT TO STRATFORD





COMMUNITIES VISITED OR PASSED THROUGH ON TRIP TO STRATFORD

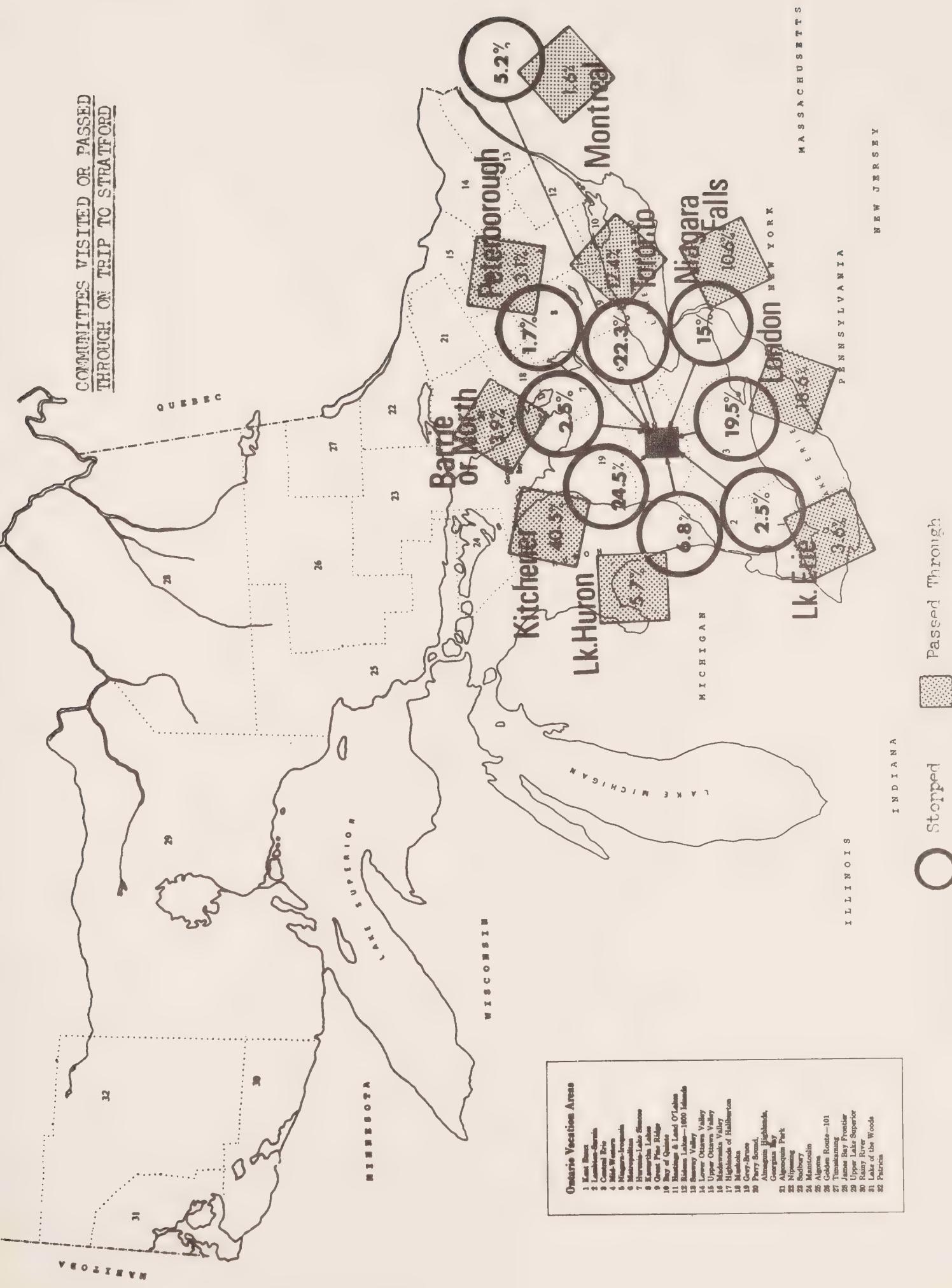


GRAPH 5



COMMUNITIES VISITED OR PASSED  
THROUGH ON TRIP TO STRATFORD

GRAPH 6

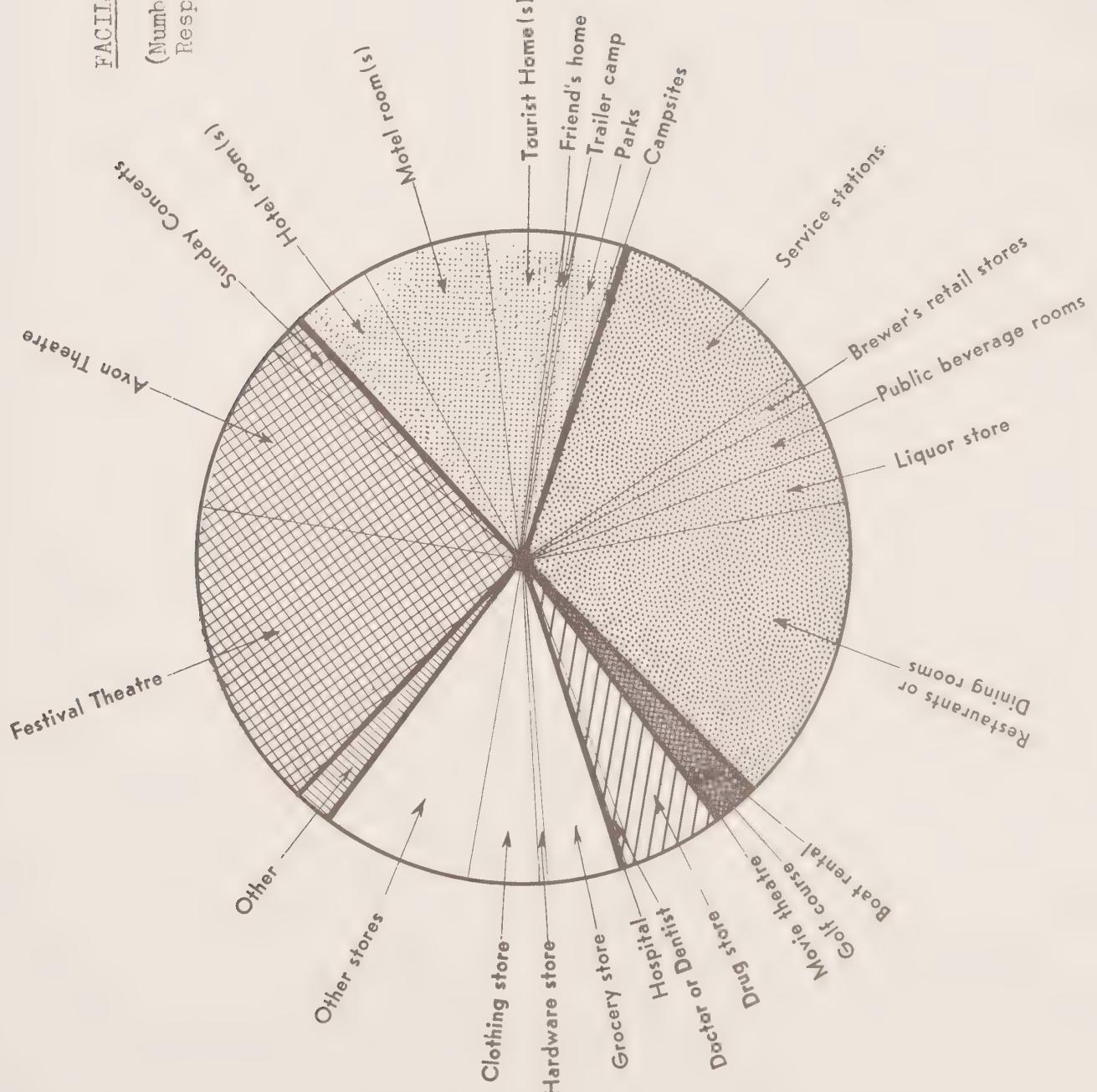




FACILITIES USED BY TRIP PARTIES

(Number of Facilities used by  
Respondents - 14,397)

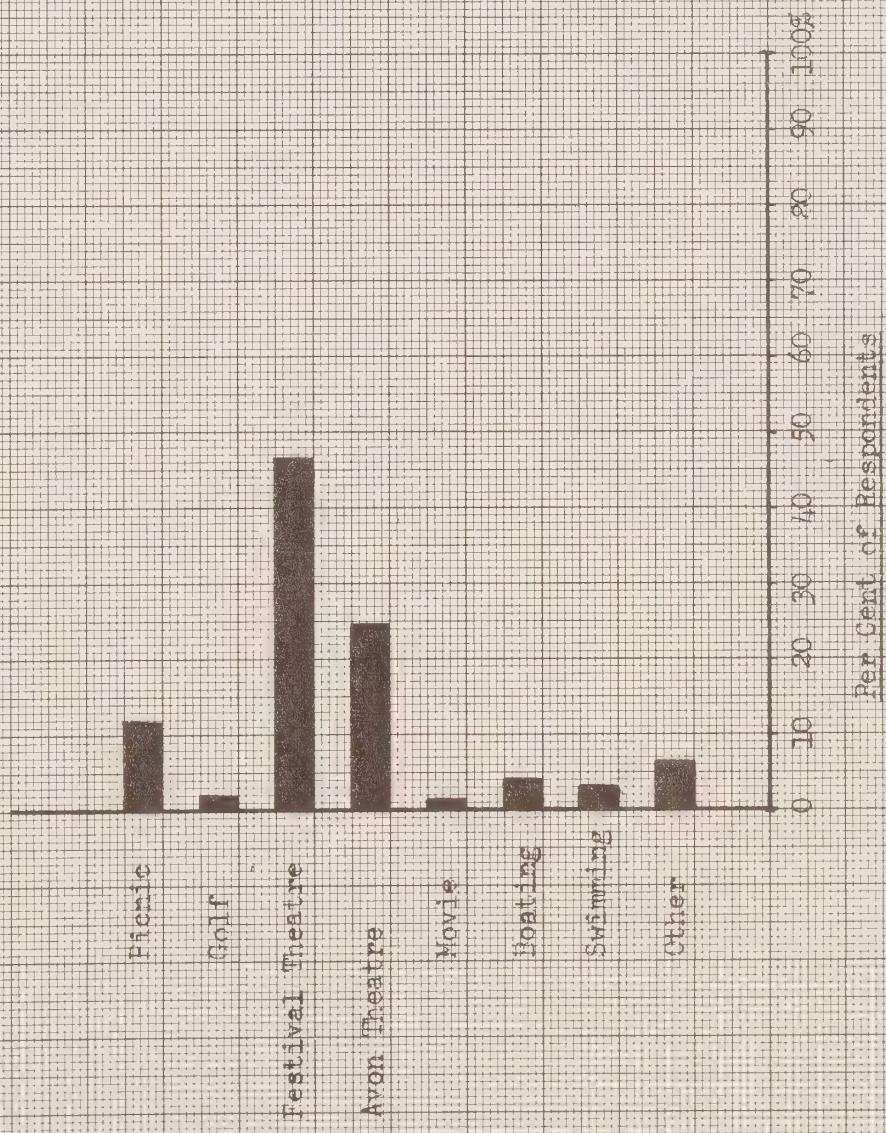
GRAPH 7





RECREATIONAL ACTIVITIES UNDERTAKEN IN STREATHOLD

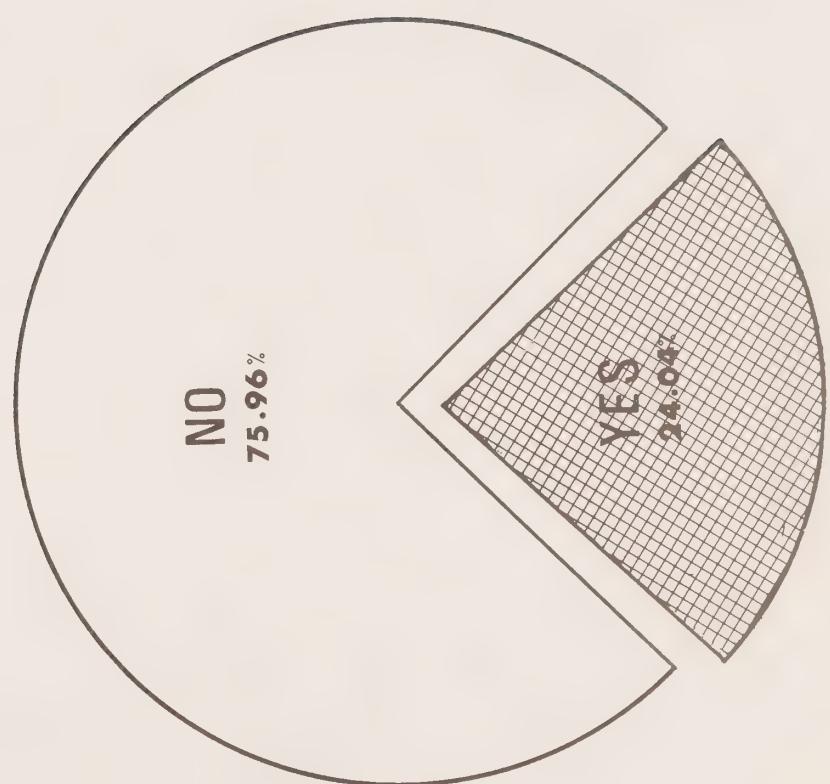
GRAPH 8





FIRST TRIP TO STRATFORD

GRAPH No. 9





PLACES PREFERRED TO SPEND A DAY TRIP

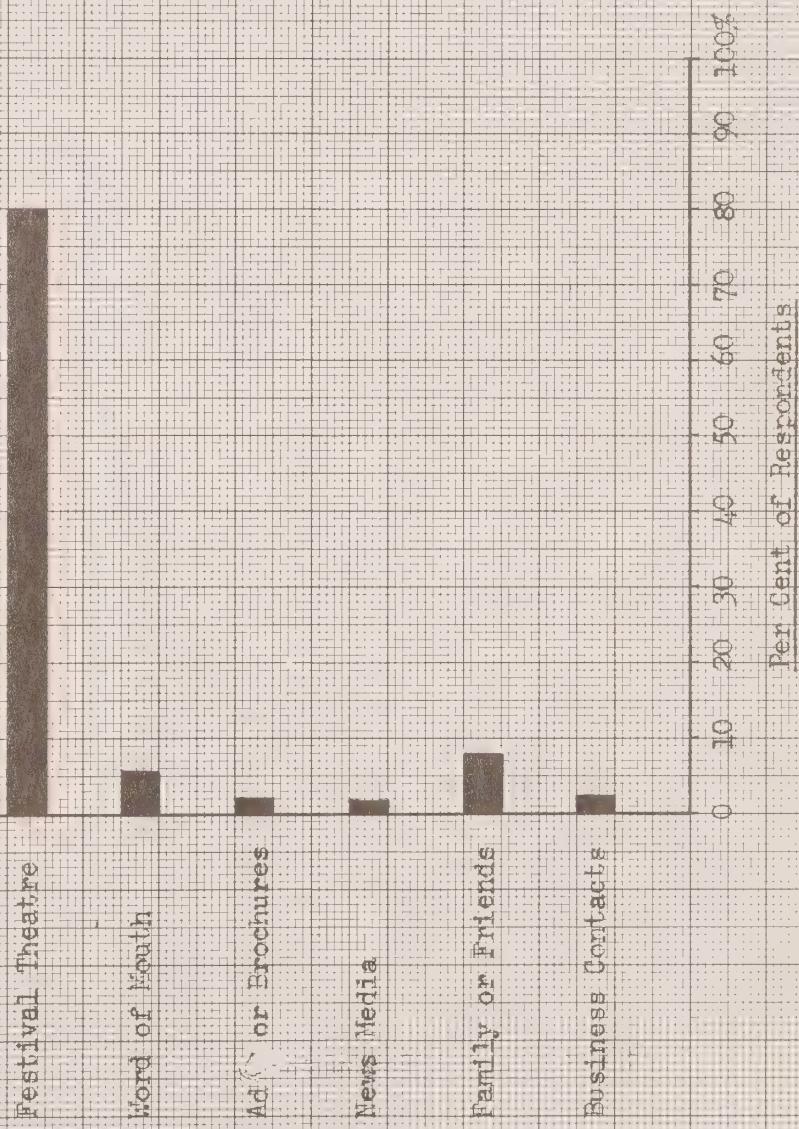
GRAPH No. 10





HOW THE CITY OF STRATFORD WAS FIRST BROUGHT TO THE ATTENTION OF THE VISITORS

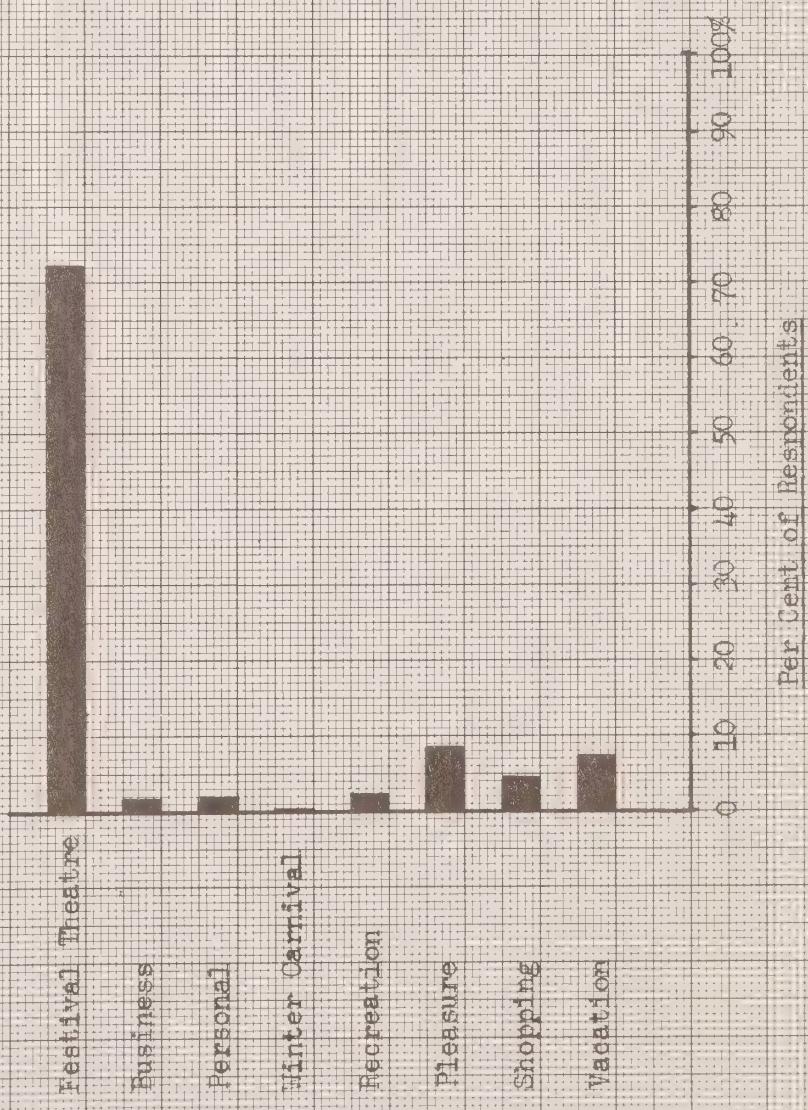
GRAPH No. 11





REASONS FOR VISITING STATE FAIR

GRAPH No. 12





APPROXIMATE TOTAL EXPENDITURE PER PARTY ON TRIP TO STRATFORD

Per Cent of  
Respondents



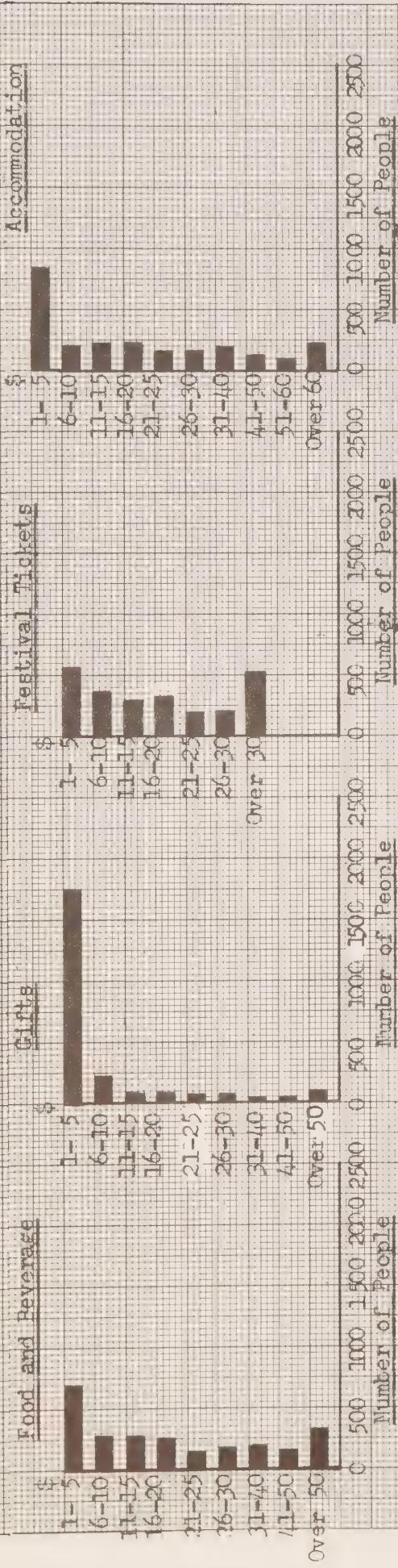
Under 50  
51-100  
101-200  
201-300  
301-400  
401-500  
501-600  
601-700  
701-800  
801-900  
901-1000  
More than 1000

Average Expenditure per Party \$116.35

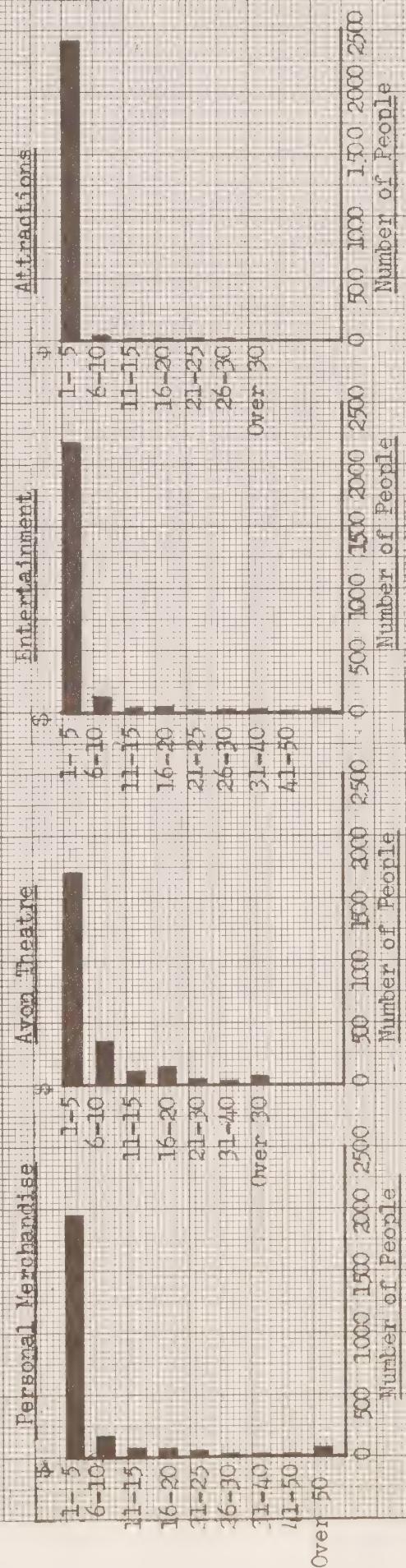
GRAPH No. 13



EXPENDITURE BY CATEGORY ON STATIONFORD TRIP



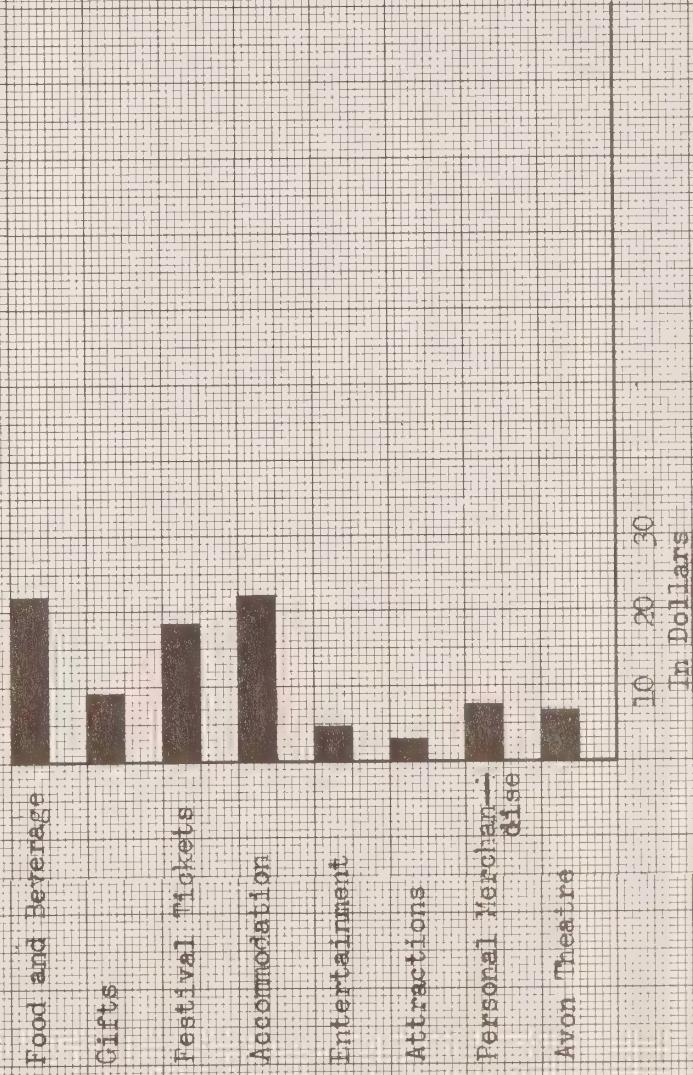
GRAPH No. 14





AVERAGE EXPENDITURES BY COMMUNITY ON STAFFORD TRIP

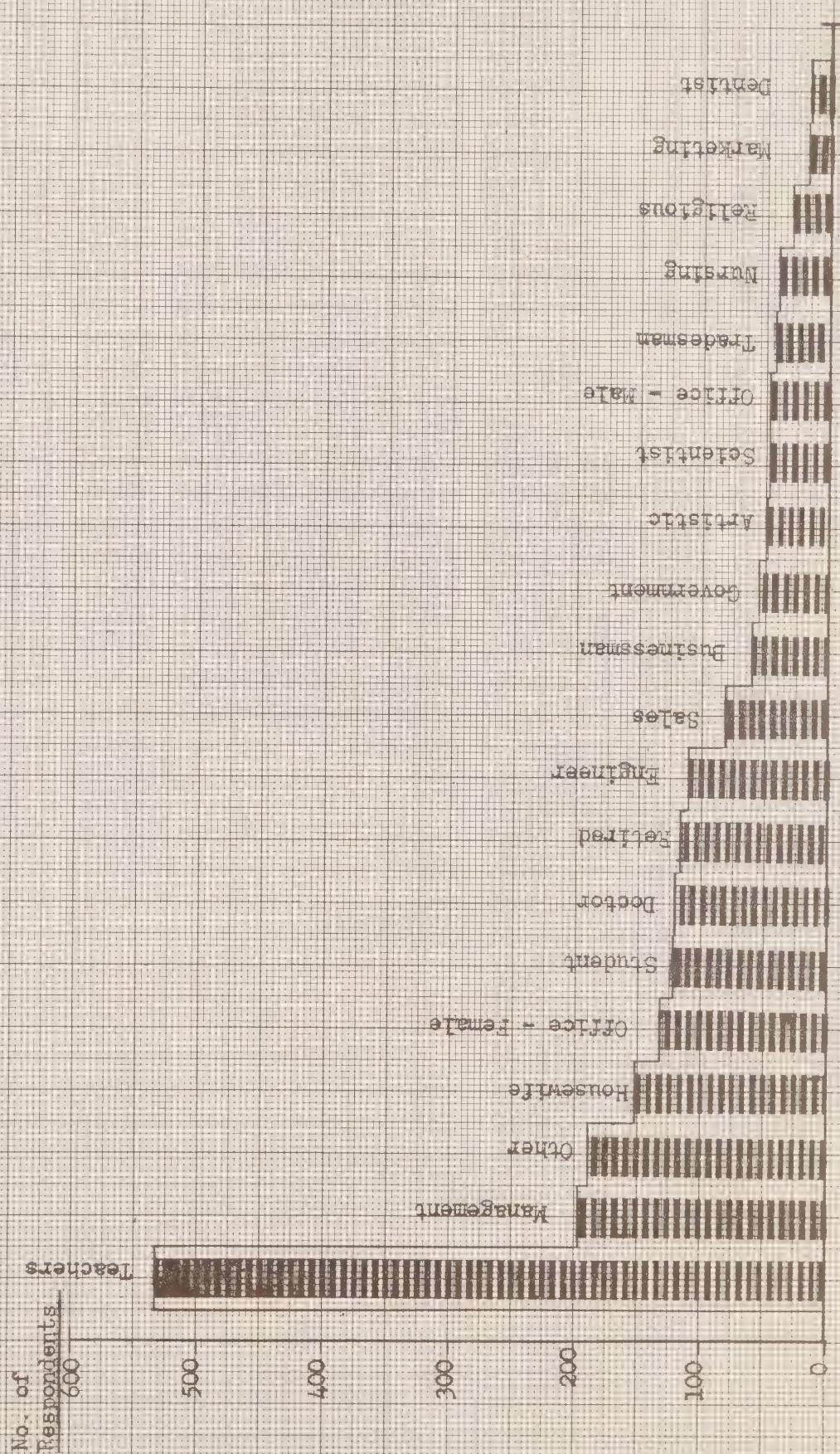
GRAPH No. 15





OCCUPATION OF RESPONDENTS

GRAPH No. 16

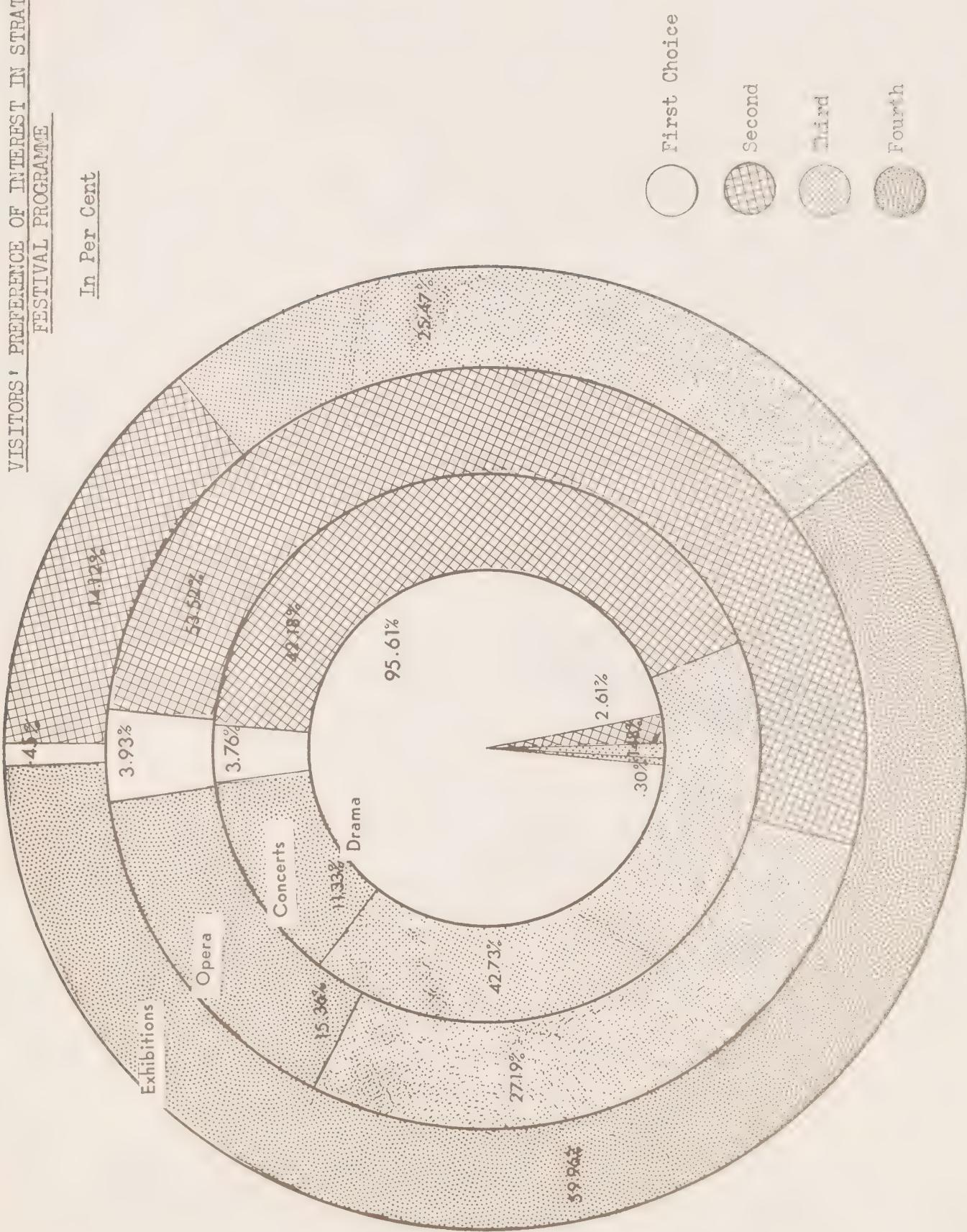




VISITORS' PREFERENCE OF INTEREST IN STRATFORD  
FESTIVAL PROGRAMME

In Per Cent

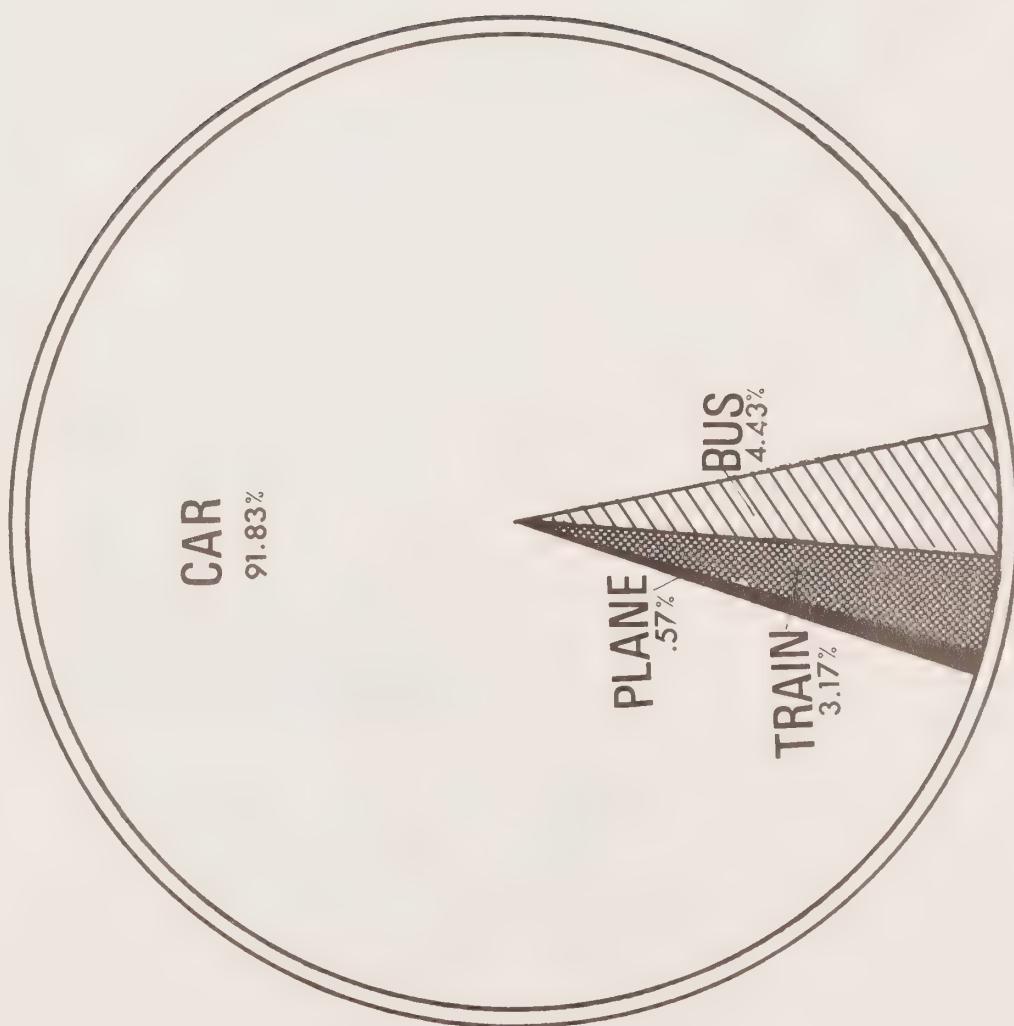
GRAPH No. 17





TYPE OF TRANSPORTATION USED ON TRIP TO STRATFORD

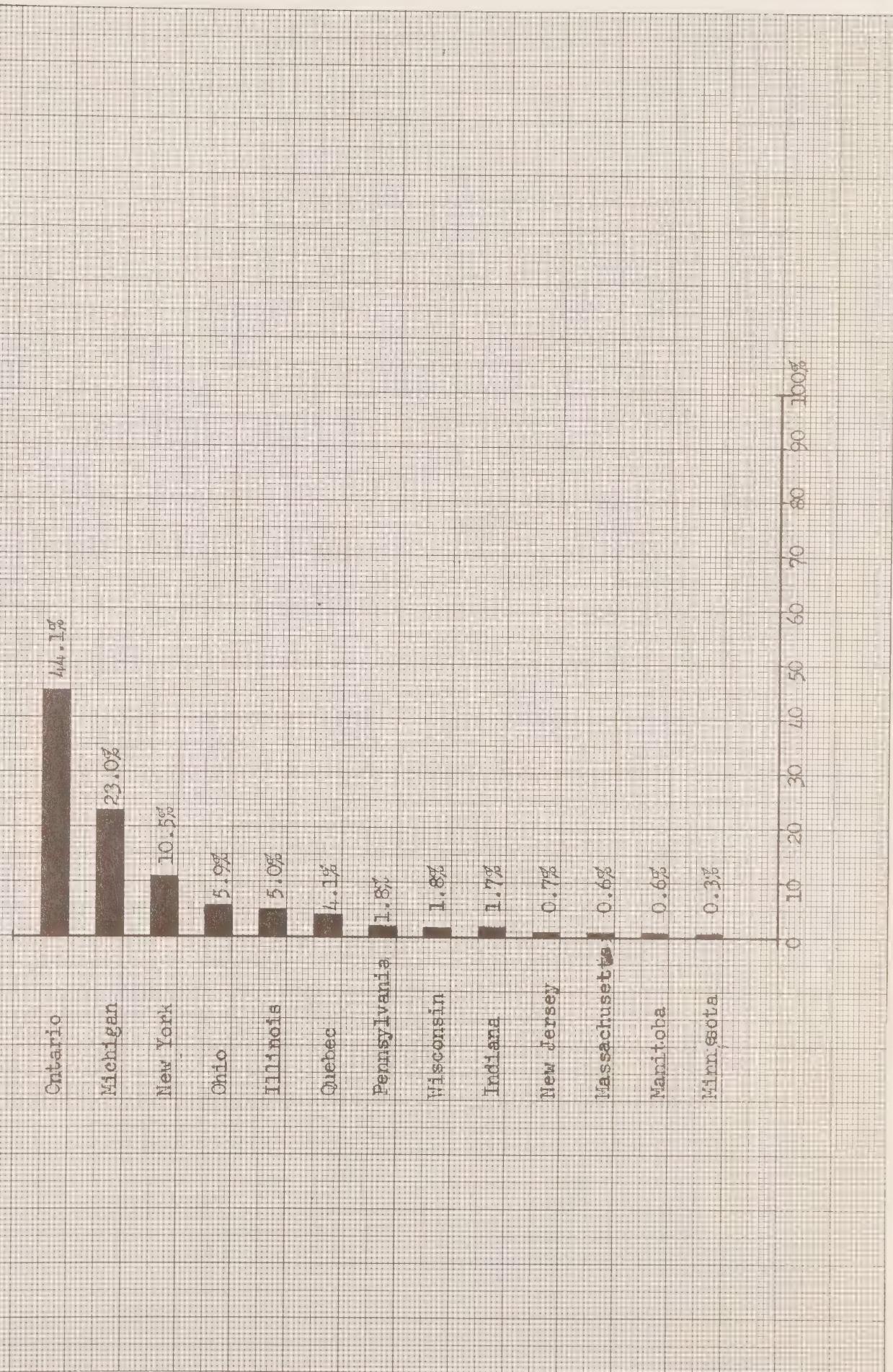
GRAPH No. 18





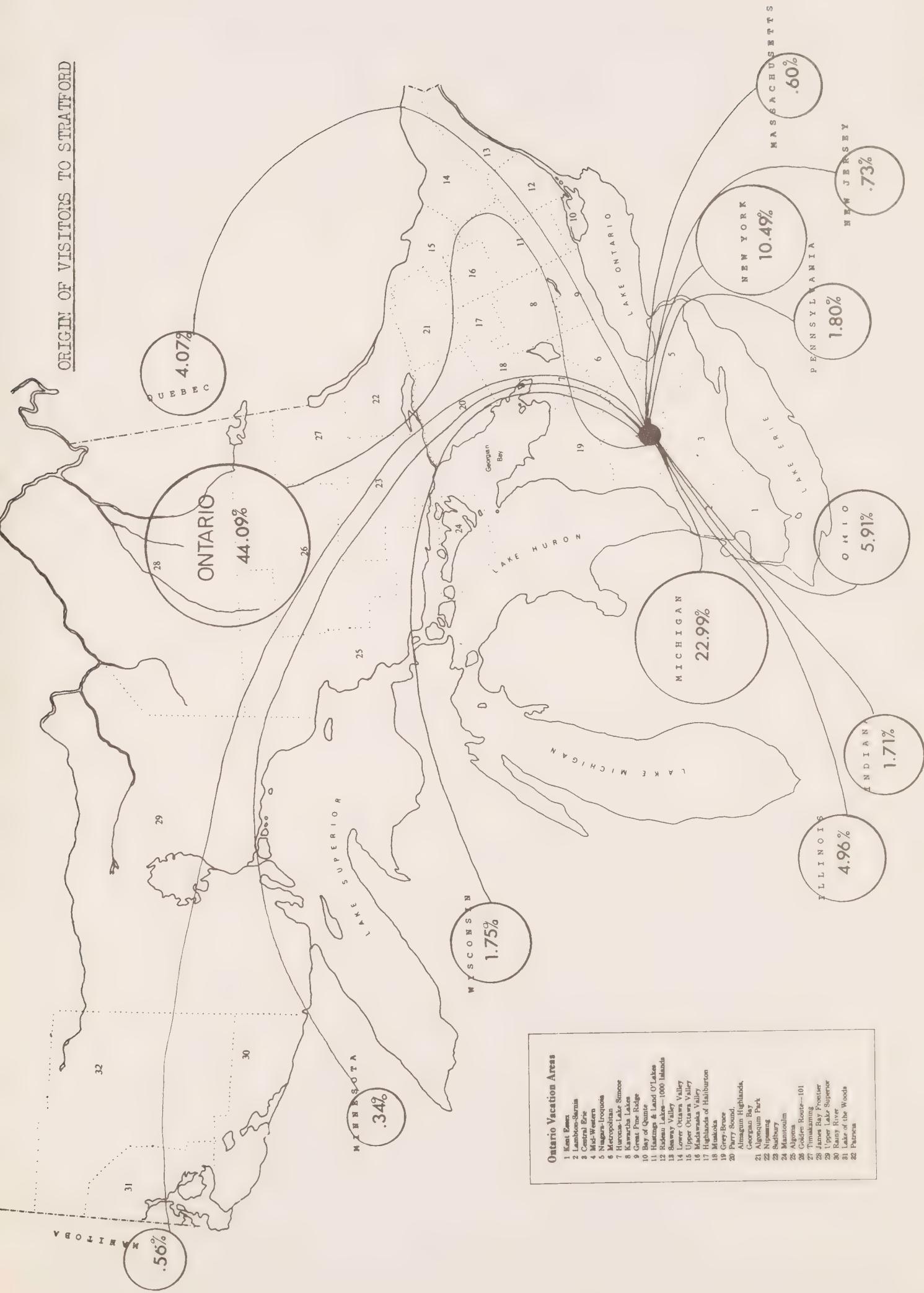
ORIGIN OF VISITORS TO STRATFORD

GRAPH No. 19





GRAPH No. 20





A P P E N D I X

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# **TOURIST SURVEY**

**STRATFORD, ONTARIO**

**SPONSORED BY STRATFORD CHAMBER OF COMMERCE**



**A — On this trip, how long were you away from home?**

- |               |     |                      |     |
|---------------|-----|----------------------|-----|
| 1. 1/2 day    | ( ) | 5. 8 days - 2 weeks  | ( ) |
| 2. 1 day      | ( ) | 6. 15 days - 3 weeks | ( ) |
| 3. 2 - 3 days | ( ) | 7. 23 days - 1 month | ( ) |
| 4. 4 - 7 days | ( ) | 8. more than 1 month | ( ) |

**B — What was the total number of persons in your party when you visited Stratford during the time period checked above?**

( PLEASE CHECK ONE BOX (X) )

- |                              |     |                 |     |
|------------------------------|-----|-----------------|-----|
| 1. One person                | ( ) | 4. Four persons | ( ) |
| 2. Two persons               | ( ) | 5. Five persons | ( ) |
| 3. Three persons             | ( ) | 6. Six persons  | ( ) |
| 7. Seven or more persons ( ) |     |                 |     |

**C — How many of these people were —**

( PLEASE WRITE IN NUMBER OF PERSONS IN EACH CATEGORY)

Number

Adult men (18 years or more) .....

Adult women (18 years or more) .....

Teenagers (13-17 years old) .....

Children (12 years old or less) .....

**D — How much time did you and your party spend in Stratford ON THIS TRIP?**

- |   |     |
|---|-----|
| 1. Less than 3 hours                    | ( ) |
| 2. 3 hours to 1 day - but not overnight | ( ) |
| 3. Stayed 1 night                       | ( ) |
| 4. Stayed 2 - 4 nights                  | ( ) |
| 5. Stayed 5 - 10 nights                 | ( ) |
| 6. Stayed more than 10 nights           | ( ) |
| 7. Did not stop — just passed through   | ( ) |

**E — If you were towing a trailer, what type was it?**

- |                    |     |
|--------------------|-----|
| 1. Camping trailer | ( ) |
| 2. Boat trailer    | ( ) |
| 3. "Mobile home"   | ( ) |

**F — What was the primary reason for this visit to Stratford?**  
( PLEASE CHECK UNDER THE LEFT COLUMN)

**G — What were your secondary reasons for visiting Stratford?**  
( PLEASE CHECK UNDER THE RIGHT COLUMN)

**Reasons — Questions F & G**

	Primary Reason for visit	Secondary Reasons for visit
1. Camping	( )	( )
2. Picnicking	( )	( )
3. Business	( )	( )
4. Personal or family affairs	( )	( )
5. Shakespearean Festival Theatre Program	( )	( )
6. Avon Theatre Program	( )	( )
7. Just vacationing	( )	( )
8. Passing through	( )	( )
9. Shopping	( )	( )
10. Visiting friends or relatives	( )	( )

Other reasons  
( PLEASE WRITE IN )



**H — Please check the communities which you visited or passed through ON THIS TRIP.**

	Stopped	Passed through
1. Niagara Falls	( )	( )
2. Kitchener	( )	( )
3. Lake Huron	( )	( )
4. Barrie or north	( )	( )
5. Peterborough	( )	( )
6. Toronto	( )	( )
7. London	( )	( )
8. Lake Erie	( )	( )
9. Montreal	( )	( )

Other communities visited on this trip .....  
.....

**I — Please (X) each of the facilities you and your party used while you were in Stratford ON THIS TRIP.**

1. Festival Theatre	( )
Avon Theatre	( )
Sunday Concerts	( )
2. Hotel room(s)	( )
Motel room(s)	( )
Tourist Home(s)	( )
Friend's home	( )
Trailer camp	( )
Parks	( )
Campsites	( )
3. Service stations	( )
Brewer's retail stores	( )
Public beverage rooms	( )
Liquor store	( )
Restaurants or Dining rooms	( )
4. Boat rental	( )
Golf course	( )
Movie theatre	( )
5. Hospital	( )
Doctor or Dentist	( )
Drug store	( )
6. Grocery store	( )
Hardware store	( )
Clothing store	( )
Other stores	( )

(OTHER FACILITIES NOT LISTED, PLEASE WRITE IN)

**J — What recreational activities did you or your group undertake in Stratford ON THIS TRIP?**

1. Picnic	( )	6. Boating	( )
2. Golfing	( )	7. Swimming	( )
3. Festival Theatre	( )	Other (PLEASE WRITE	
4. Avon Theatre	( )	IN)	.....
5. Movie	( )		



**K — Please check the category which best expresses your feelings concerning each of the following services in Stratford.**

	Excellent	Good	Fair	Poor
	1	2	3	4
Hotel/motel accommodation	( )	( )	( )	( )
Tourist homes	( )	( )	( )	( )
Quality of restaurant food	( )	( )	( )	( )
Quality of restaurant service	( )	( )	( )	( )
Quality of dining rooms	( )	( )	( )	( )
Service stations	( )	( )	( )	( )
Entertainment facilities	( )	( )	( )	( )
Recreational facilities	( )	( )	( )	( )
Tavern	( )	( )	( )	( )
Cocktail lounges	( )	( )	( )	( )
Attitude of local people towards visitors	( )	( )	( )	( )
Local prices of goods and services	( )	( )	( )	( )
Camping facilities	( )	( )	( )	( )
Children's facilities	( )	( )	( )	( )
Closing hours	( )	( )	( )	( )

**L — Was this your first trip to Stratford?**

1. YES ( ) 2. NO ( )

**M — Please check each of the following points of interest you visited.**

1. St. Marys Quarry ( )
2. Wildwood Park, Dam ( )
3. Fanshaw Park, Dam ( )
4. Story Book Gardens ( )
5. Pioneer Village ( )
6. Lake Huron ( )
7. Museums ( )
8. Historic sites ( )

**N — How was the city of Stratford first brought to your attention?**

1. Shakespearean Festival Theatre ( )
2. Word of mouth ( )
3. Advertisements or brochures ( )
4. News media ( )
5. Family or friends ( )
6. Business contacts ( )

**O — Do you plan to visit Stratford again for any of the following reasons?**

1. Festival Theatre ( )
2. Business ( )
3. Personal ( )
4. Winter Carnival ( )
5. Recreation ( )
6. Pleasure ( )
7. Shopping ( )
8. Vacation ( )

**P — What was the approximate total expenditure of your party on this trip to Stratford?**

\$



**Q — Would you please indicate the approximate expenditure on this trip for EACH of the following categories:**

Food & beverage ..... Entertainment  
Gift merchandise ..... Attractions  
Festival tickets ..... Personal use merchandise  
Accommodation ..... Avon theatre tickets

**R — Into which of the following age groups do you fall?**

1. Under 20 years old ( )
2. Between 20 and 34 years old ( )
3. Between 35 and 49 years old ( )
4. 50 years and over ( )

**S — To guide us in placing advertisements and in our public relations, what is your occupation?**

Type of work: .....

Type of company: .....

**T — Please indicate in order of preference your interest in the Festival Program:**

1. Drama ( )
2. Concerts ( )
3. Opera ( )
4. Exhibitions ( )

**U — What Sunday activity did you and your party enjoy while you were in Stratford ON THIS TRIP?**

1. Mystery tour ( )
2. Driving tour maps ( )
3. Walking tour maps ( )
4. Sunday afternoon concerts ( )

(OTHER ACTIVITIES NOT LISTED, PLEASE WRITE IN)

**V — How many times have you been in the Theatre, City, Area?**

1. Theatre ( )
2. City ( )
3. Area ( )

**W — Did you find it difficult to get to Stratford?**

1. YES ( )
2. NO ( )



**X — What type of transportation brought you to Stratford or area?**

- |        |       |          |       |
|--------|-------|----------|-------|
| 1. Car | (   ) | 3. Train | (   ) |
| 2. Bus | (   ) | 4. Plane | (   ) |

**Y — What is your home town? .....**

**Province or State .....**





3 1761 11546888 6

